



## Passport to the World Social Media Resources

U.S. Department of State | Bureau of Educational and Cultural Affairs  
Digital Communications Division, Public Affairs and Strategic Communications

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# Summary

## Introduction

[International Education Week](#) is an opportunity to celebrate the benefits of international education and exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of our efforts to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences in the United States. Our activities will be held from November 17-21, 2014. This year is the 15th Anniversary!

The U.S. Department of State promotes [Passport to the World](#) during International Education Week, with activities for the entire month of November that encourage U.S. citizens to obtain their passports and take advantage of numerous resources to prepare for a safe, life-changing, and educational experience in another country. You can use the posts in this toolkit to promote your Passport to the World events and to share information about International Education Week, exchange program opportunities, getting a U.S. passport, and safe travel abroad.

## Hashtags

#PP2TW

#IEW2014

## Links

### Shortened Links

- International Education Week webpage (***Please note various IEW logos available for download/use at this link:*** <http://go.usa.gov/GbK9>)
- “International Education is For Everyone” YouTube video: <http://goo.gl/B8pHc7>
- Passport to the World Resources (***includes sample press release/Facebook positing, trivia questions game, downloadable posters, etc.***) <http://go.usa.gov/Gb8V>
- List your IEW 2014 Passport to the World Event here: <http://go.usa.gov/GiqB>
- U.S. Department of State Bureau of Consular Affairs: <http://go.usa.gov/GHmi>
- U.S. Department of State Bureau of Educational and Cultural Affairs  
<http://.exchanges.state.gov>

# Social Media

## Twitter

[@ECAatState](#)

[@ECA\\_AS](#)

[@StateDept](#)

[@USEdGov](#)

[@TravelGov](#)

## Facebook Pages

[Exchange Programs - U.S. Department of State](#)

[International Education Week](#)

[U.S. Department of State](#)

[U.S. Department of Education](#)

[U.S. Department of State: Consular Affairs](#)

## TWITTER

🐦 First step to studying abroad? Get your passport! >> [travel.state.gov](#) [#PP2TW](#) [#IEW2014](#)

🐦 Where will you study abroad? So many programs and places to discover! More here > [www.exchanges.state.gov](#) [#PP2TW](#) [#IEW2014](#)

🐦 Traveling abroad? Enroll in *STEP* so U.S. embassies and consulates know where you're going [step.state.gov/step/](#) [#PP2TW](#) [#IEW2014](#) [@TravelGov](#)

### Trivia Tweets

*For these particular tweets, please tweet out the question (ex. Q1, Q2, etc.) and then tweet out the corresponding answer that matches it by number (ex. For Q1, you would later tweet out A1). We suggest you stagger these so that the answer tweet is disseminated half an hour after the question tweet, to give people time to answer if they choose to do so. Be sure to RT and respond to those who participate!*

🐦 TRUE or FALSE: Q1: A passport is required for international air travel. [#PP2TW](#) [#IEW2014](#)

🐦 A1: TRUE > A passport is required for international air travel! Learn more > [travel.state.gov](#) [#PP2TW](#) [#IEW2014](#)

🐦 TRUE or FALSE: Q2: [@StateDept](#) has [@ECAatState](#) programs specifically for U.S. high school,

college, & grad students. [#PP2TW #IEW2014](#)

🐦 A2: TRUE > International education is for everyone! Find out more about exchange programs here > [www.exchanges.state.gov](http://www.exchanges.state.gov) [#PP2TW #IEW2014](#)

🐦 TRUE or FALSE: Q3: Before or during a trip abroad, U.S. travelers can enroll their entire itinerary online. [#PP2TW #IEW2014](#)

🐦 A3: TRUE > Enroll in the Smart Traveler Enrollment Program (STEP) here: [step.state.gov/step/](http://step.state.gov/step/) [#PP2TW #IEW2014 @TravelGov](#)

## FACEBOOK

*(Note: Be sure to “Like” Facebook Pages listed above, so you can “tag” them in relevant posts about Passport to the World)*

Ready for a new, life-changing adventure in another country? Get great resources, ideas and inspiration during [International Education Week](#) and by checking out [travel.state.gov](http://travel.state.gov) to update or obtain a passport and travel safely!

It’s the 15th Anniversary of [International Education Week](#)! Join us in celebrating the best adventure in the world - studying abroad - and get great resources to prepare for your next educational adventure overseas by learning more here about programs >

<http://www.exchanges.state.gov> and more here about getting a passport and safe travel > <http://www.travel.state.gov>

## Trivia Facebook Posts:

*For these, please promote these as an active participation activity, where you share the question and then invite people on Facebook to try to guess the correct answer by a certain time (say, by 12 a.m. EDT).*

### QUESTION 1:

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Time for some trivia to get you ready for your study abroad experience! We’ll share different trivia posts throughout the week. Be sure to answer by (**put designated time here**). We’ll then post the correct answer in the comments of this post! Here’s the first trivia question:

TRUE or FALSE: A passport is required for international air travel.

**ANSWER (to be shared in comments)**

TRUE! A passport is required for international air travel! Learn more > [travel.state.gov](https://travel.state.gov)

**QUESTION 2:**

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Okay, here's our next trivia question. Be sure to answer by (put designated time here). We'll then post the correct answer in the comments!

TRUE or FALSE: [Exchange Programs – U.S. Department of State](https://exchange.state.gov) has a variety of opportunities specifically for U.S. high school, college, and graduate students.

**ANSWER (to be shared in comments)**

TRUE! International education is for everyone! Find out more about exchange programs here > [www.exchanges.state.gov](https://www.exchanges.state.gov)

**QUESTION 3:**

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Okay, here's our next trivia question. Be sure to answer by (put designated time here). We'll then post the correct answer in the comments!

Before or during a trip abroad, U.S. travelers can enroll their entire itinerary online with U.S. embassies or consulates so updated safety information can be sent to them or they can be located and assisted in an emergency.

**ANSWER (to be shared in comments)**

TRUE. The link for the Smart Traveler Enrollment Program (STEP) is: <https://step.state.gov/step/>